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A7.)
1 A method comprising:
2 monitoring the play of an advertisement; and
3 accruing a credit after determining that the
4 advertisement was played.

1 2. The method of claim 1 wherein accruing a credit
2 includes allowing access to content.

1 3. The method of claim 1 wherein accruing a credit
2 includes accruing a reward in return for playing the
3 advertisement.

1 4. The method of claim 3 including accumulating
2 rewards for successively playing advertisements.

1 5. The method of claim 1 wherein monitoring the play
2 of an advertisement includes determining that the
3 advertisement was played at a predetermined speed.

1 6. The method of claim 1 including monitoring the
2 play of a recorded advertisement.

1 7. The method of claim 1 wherein monitoring the play
2 of an advertisement includes determining whether the
3 advertisement was played at an intended time.

1 8. The method of claim 1 wherein monitoring the play
2 of an advertisement includes monitoring a watermark
3 included with said advertisement.

1 9. The method of claim 1 including controlling
2 operation of a media player in response to monitoring the
3 play of an advertisement.

1 10. The method of claim 1 including associating an
2 indication that an advertisement was played with an
3 identifier for a particular user.

1 11. An article comprising a medium storing
2 instructions that enable a processor-based system to:
3 monitor the play of an advertisement; and
4 accrue a credit after determining that the
5 advertisement was played.

1 12. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 allow access to content in return for playing the
4 advertisement.

1 13. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 accrue a reward in return for playing the advertisement.

1 14. The article of claim 13 further storing
2 instructions that enable the processor-based system to
3 accumulate rewards for successively playing advertisements.

1 15. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 determine that an advertisement was played at the
4 predetermined speed.

1 16. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 monitor the play of a recorded advertisement.

1 17. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 determine whether the advertisement was played at an
4 intended time.

1 18. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 monitor a watermark included with said advertisement.

1 19. The article of claim 11 further storing
2 instructions that enable the processor-based system to

3 control the operation of a media player in response to
4 monitoring the play of an advertisement.

1 20. The article of claim 11 further storing
2 instructions that enable the processor-based system to
3 associate an indication that an advertisement was played
4 with an identifier for a particular user.

1 21. A system comprising:
2 a processor-based device;
3 a media player coupled to said processor-based
4 device; and
5 a watermark detector coupled to said media
6 player, said watermark detects watermarks in advertisements
7 and controls the operation of said media player in response
8 to the detection of the play of an advertisement.

1 22. The system of claim 21 further including a
2 storage coupled to said device, said storage storing
3 instructions that enable the processor-based device to
4 monitor the play of an advertisement and accrue a credit
5 after determining the advertisement was played.

1 23. The system of claim 22 wherein said storage
2 stores instructions that enable the device to allow access
3 to content through said media player.

1 24. The system of claim 22 wherein said storage
2 stores instructions that enable the device to accrue a
3 reward in return for playing the advertisement.

1 25. The system of claim 21 wherein said watermark
2 detector determines whether an advertisement was played at
3 a predetermined speed.

1 26. The system of claim 21 wherein said storage
2 stores content for subsequent replay by said media player.